



#### HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from July 24 through July 26, 2012. A total of 625 registered voters were interviewed by telephone in the 10-county Atlanta special transportation district -- Fulton, DeKalb, Cobb, Gwinnett, Clayton, Cherokee, Douglas, Henry, Rockdale and Fayette counties. **All stated they were likely to vote in the July 31 primary election.**

Those interviewed were randomly selected from a phone-matched Georgia voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a racial or gender grouping.

**QUESTION:** Special Election Referendum 1 on the July ballot is the Atlanta Regional District T-SPLOST, which "provides for local transportation projects too create jobs and reduce traffic congestion with citizen oversight". It asks voters in ten local Atlanta Metro counties to provide for a 1 percent special district transportation sales and use tax for a period of 10 years to fund these projects.

If the election were held today, would you vote:

- "YES", in favor of the 1% sales tax, or
- "NO", against the 1% sales tax?

	<u>"YES"</u>	<u>"NO"</u>	<u>UNDECIDED</u>
<b>METRO</b>	42%	51%	7%
<b><u>SEX</u></b>	<u>"YES"</u>	<u>"NO"</u>	<u>UNDECIDED</u>
Men	40%	55%	5%
Women	45%	47%	8%
<b><u>RACE</u></b>	<u>"YES"</u>	<u>"NO"</u>	<u>UNDECIDED</u>
White	35%	59%	6%
Black	56%	34%	10%
<b><u>PARTY ID</u></b>	<u>"YES"</u>	<u>"NO"</u>	<u>UNDECIDED</u>
Democrat	61%	30%	9%
Republican	26%	70%	4%
Independent	41%	49%	10%
<b><u>REGION</u></b>	<u>"YES"</u>	<u>"NO"</u>	<u>UNDECIDED</u>
Fulton/DeKalb/Clayton	51%	41%	8%
Cobb/Gwinnett	35%	60%	5%
Outer Counties	35%	56%	9%
<b><u>FAMILIARITY</u></b>	<u>"YES"</u>	<u>"NO"</u>	<u>UNDECIDED</u>
Very Familiar	41%	56%	3%
Somewhat/Not Familiar	43%	46%	11%

**QUESTION: How familiar are you with the referendum that will be on the 2012 primary ballot for a sales tax to fund transportation projects? Are you:**

	<u>7/12</u>	<u>9/11</u>
VERY FAMILIAR	50%	5%
SOMEWHAT FAMILIAR	42%	29%
NOT TOO FAMILIAR	6%	29%
NOT AT ALL FAMILIAR	2%	37%

**QUESTION: In general, how familiar are you with the projects that have been proposed for the ten county Metro Atlanta region? Are you:**

	<u>7/12</u>	<u>9/11</u>
VERY FAMILIAR	30%	9%
SOMEWHAT FAMILIAR	49%	23%
NOT TOO FAMILIAR	14%	28%
NOT AT ALL FAMILIAR	7%	40%

If the 1% sales tax is approved by Atlanta area voters, it would raise \$7 billion. Of this amount, \$6 billion would be spent on a regional project list drawn up last year and \$1 billion would be spent on local transportation projects. This list of projects dedicates 52% to rail, bus and other mass transit projects and 48% to road improvements and new road construction. The tax would last for 10 years, unless voters vote to renew it.

I'm going to read a series of statements and after I read each please tell me if you agree or disagree.

**STATEMENT: The current plan of 52% for transit and 48% for roads strikes a proper balance between mass transit and road funding. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	43%	STRONG AGREE	18%
		SW AGREE	25%
DISAGREE	49%	SW DISAGREE	18%
		STRONG DISAGREE	31%
NOT SURE	8%	NOT SURE	8%

**STATEMENT I do not support this or any other tax increases. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	48%	STRONG AGREE	32%
		SW AGREE	16%
DISAGREE	47%	SW DISAGREE	17%
		STRONG DISAGREE	30%
NOT SURE	5%	NOT SURE	5%

**STATEMENT: I would be more likely to support the referendum if it dedicated more funding to public transit like rail and bus and less funding to roads. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	35%	STRONG AGREE	23%
		SW AGREE	12%
DISAGREE	63%	SW DISAGREE	22%
		STRONG DISAGREE	41%
NOT SURE	2%	NOT SURE	2%

**STATEMENT: I would be more likely to support the referendum if it dedicated more funding to road improvements and new road construction and less funding to mass transit. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	45%	STRONG AGREE	30%
		SW AGREE	15%
DISAGREE	53%	SW DISAGREE	22%
		STRONG DISAGREE	31%
NOT SURE	2%	NOT SURE	2%

**STATEMENT: State and local officials will properly manage and implement these transportation projects. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	34%	STRONG AGREE	17%
		SW AGREE	17%
DISAGREE	60%	SW DISAGREE	17%
		STRONG DISAGREE	43%
NOT SURE	6%	NOT SURE	6%

**STATEMENT: State and local officials will end the sales tax as promised when the projects are fully funded and they will limit spending to the specified project list. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	31%	STRONG AGREE	12%
		SW AGREE	19%
DISAGREE	64%	SW DISAGREE	16%
		STRONG DISAGREE	48%
NOT SURE	5%	NOT SURE	5%

**STATEMENT: The state's previous extension of the Georgia 400 toll beyond the original payoff period is a factor in my vote. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	55%	STRONG AGREE	34%
		SW AGREE	21%
DISAGREE	37%	SW DISAGREE	14%
		STRONG DISAGREE	23%
NOT SURE	8%	NOT SURE	8%

**STATEMENT: When completed, the projects will result in improved commutes and local traffic congestion. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	46%	STRONG AGREE	19%
		SW AGREE	27%
DISAGREE	47%	SW DISAGREE	19%
		STRONG DISAGREE	28%
NOT SURE	7%	NOT SURE	7%

**STATEMENT: The improved transportation from the plan will result in more jobs and economic growth for metro Atlanta. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	58%	STRONG AGREE	30%
		SW AGREE	28%
DISAGREE	38%	SW DISAGREE	20%
		STRONG DISAGREE	18%
NOT SURE	4%	NOT SURE	4%

**STATEMENT: My vote will be affected by the Legislature's decision not to create a regional agency for mass transit. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	37%	STRONG AGREE	16%
		SW AGREE	21%
DISAGREE	48%	SW DISAGREE	29%
		STRONG DISAGREE	19%
NOT SURE	15%	NOT SURE	15%

**STATEMENT: The region's traffic congestion is deteriorating our quality of life. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	70%	STRONG AGREE	49%
		SW AGREE	21%
DISAGREE	27%	SW DISAGREE	18%
		STRONG DISAGREE	9%
NOT SURE	3%	NOT SURE	3%

**STATEMENT: I would use mass transit like a bus or train if it were more convenient, safe and reliable. Do you agree or disagree? (Is that strongly agree/disagree or somewhat agree/disagree?)**

AGREE	58%	STRONG AGREE	37%
		SW AGREE	21%
DISAGREE	39%	SW DISAGREE	16%
		STRONG DISAGREE	23%
NOT SURE	3%	NOT SURE	3%

**QUESTION: How important is it to address the region's transportation problems as they relate to the region's quality of life and economic future. Is it:**

	<u>7/12</u>	<u>9/11</u>
VERY IMPORTANT	53%	66%
SOMEWHAT IMPORTANT	37%	25%
NOT TOO IMPORTANT	6%	8%
NOT AT ALL IMPORTANT	4%	1%

**QUESTION: How often does the traffic congestion in metro Atlanta inconvenience you?**

DAILY	20%
A FEW DAYS A WEEK	43%
RARELY	28%
NEVER	9%

**QUESTION: Do you regularly use any mass transit, such as Marta train or bus or one of the county bus systems?**

YES	19%
NO	81%

The campaigns both for and against the referendum have tried to reach voters with their message. They have used public events, radio and television appearance, commercials, internet videos and other means.

**QUESTION: Have you seen or heard anything from the campaign in favor of the referendum? (IF "YES") QUESTION: Did it sway your vote?**

YES - SWAYED	19%
NOT SWAYED	63%
HAVE NOT HEARD	18%

**QUESTION: Have you seen or heard anything from the campaign opposed to the referendum? (IF "YES") QUESTION: Did it sway your vote?**

YES - SWAYED	11%
NO SWAYED	48%
HAVE NOT HEARD	41%

**QUESTION: The special transportation district sales tax would fund 157 projects. There are a few high-profile projects that would receive hundreds of millions of dollars. I am going to read several of them and ask if that affects your vote.**

**- The Beltline - does that make you:**

MORE LIKELY TO VOTE "YES"	35%
OR LESS LIKELY TO VOTE "YES"	42%
NO EFFECT/NOT SURE (NOT READ)	23%

- Upgrades and repairs to the existing MARTA system - does that make you:**

MORE LIKELY TO VOTE "YES"	49%
OR LESS LIKELY TO VOTE "YES"	40%
NO EFFECT/NOT SURE (NOT READ)	11%

- Improvements to the Georgia 400/I-285 interchange - does that make you:**

MORE LIKELY TO VOTE "YES"	45%
OR LESS LIKELY TO VOTE "YES"	42%
NO EFFECT/NOT SURE (NOT READ)	13%

- The decision to fund a bus system along Eastern I-20 - does that make you:**

MORE LIKELY TO VOTE "YES"	30%
OR LESS LIKELY TO VOTE "YES"	54%
NO EFFECT/NOT SURE (NOT READ)	16%

**QUESTION: Does Governor Nathan Deal's decision to end the toll on Georgia 400 next year make you:**

MORE LIKELY TO VOTE "YES"	35%
OR LESS LIKELY TO VOTE "YES"	41%
NO EFFECT/NOT SURE (NOT READ)	24%



**QUESTION: Do you approve or disapprove using revenue from the state's hotel/motel tax fund to finance a retractable roof stadium for the Atlanta Falcons in downtown Atlanta?**

	<u>REGION</u>	<u>MEN</u>	<u>WOMEN</u>	<u>WHITE</u>	<u>BLACK</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
APPROVE	23%	21%	24%	19%	32%	28%	22%	20%
DISAPPROVE	67%	75%	61%	71%	58%	59%	71%	70%
NOT SURE	10%	4%	15%	10%	10%	13%	7%	10%

**QUESTION: Do you support or oppose an expansion of gambling in Georgia to include devices such as video-style slot machines in order to generate more revenue for the Georgia Lottery-funded education programs?**

	<u>REGION</u>	<u>MEN</u>	<u>WOMEN</u>	<u>WHITE</u>	<u>BLACK</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
SUPPORT	40%	45%	36%	34%	53%	45%	35%	42%
OPPOSE	53%	51%	54%	57%	45%	51%	54%	53%
UNDECIDED	7%	4%	10%	9%	2%	4%	11%	5%

**DEMOGRAPHICS:**

- In terms of your political party identification, do you generally consider yourself a:

Democrat	32% (202)
Republican	37% (231)
Independent/Other	31% (192)

<b>AGE:</b>	18-34	85 (14%)
	35-49	196 (31%)
	50-64	203 (32%)
	65+	136 (22%)
	Refused	5 (1%)

<b>RACE/ETHNICITY:</b>	White/Caucasian	387 (62%)
	Black/African American	188 (30%)
	Hispanic or Latino	32 (5%)
	Asian or Other	10 (2%)
	Refused	8 (1%)

<b>SEX:</b>	Male	297 (48%)
	Female	328 (52%)

<b>COUNTY:</b>	Fulton County	130 (21%)
	DeKalb County	115 (18%)
	Cobb County	115 (18%)
	Gwinnett County	105 (17%)
	Clayton County	35 (6%)
	Outer Counties	125 (20%)